

TEACHING HISTORY

University of South Carolina

School of Journalism & Mass Communications

Tenured Associate Professor, 6/1/11 to present

Assistant Professor, from 8/16/05

Teaching:

JOUR 715	Integrated Communication Strategies
JOUR 528	Cause Communication: A Service-Learning Experience
JOUR 530	Creative Leadership
JOUR 545	Advertising Campaigns
JOUR 547	Directed Independent Study
JOUR 558	Advanced Creative Strategy
JOUR 563M	Field Study in Advertising: Issues & Institutions
JOUR 567	Advertising Practicum
JOUR 458	Creative Strategy in Advertising
JOUR 416	Creative: Strategy to Execution
JOUR 330	Advertising and Brand Communications Speaker Series
SCHC 372	Proseminar: Communicating for a Cause

Courses Developed:

JOUR 775	Strategic Communication for Behavior & Social Change
JOUR 530	Creative Leadership
JOUR 563A	Cause-Related Advertising & Public Relations
SCHC 372C	Proseminar: Communicating for a Cause
JOUR 528	Cause Communication: A Service-Learning Experience
JOUR 463M	Exploring Radio Advertising

The City College of New York

Department of Media & Communication Arts

Assistant Professor 1/05 to 7/05

MCA 210	Introduction to Advertising
MCA 363	Advertising Copywriting
MCA 375	Advertising Management I

SUNY Fashion Institute of Technology Instructor, PT|CCE 8/99 to 12/04

Advertising & Marketing Communications Department

AC 111	Advertising & Promotion
AC 201	Advertising & Promotion for Communication Design
AC 231	Advertising Copywriting
AC 232	Radio & TV Copywriting Workshop
AC412	Creative Strategies

Felician College

Success at Felician Teaching: Organizational Communication

Facilitator 1/03 to 3/03

William Paterson University

Department of Communication

Adjunct Professor 1/99 to 12/00

Comm 110 Communication in Action
Comm 352 Broadcast Advertising

EDUCATION

William Paterson University	MA/Communication	9/96 to 1/99
Rider University	BA/Journalism	9/73 to 6/77

PROFESSIONAL EMPLOYMENT HISTORY

Karen L. Mallia/Consulting

September 1996 to present

Aerosoles shoes • B&D Diamonds • Coty fragrances/Aspen, exclamation!, Gossip, Stetson & Preferred Stock • Cushette Diamonds • Dyna-Lite photographic lighting • enABLE SC • ChapStick LipSations • NoDoc.com • Meredith publishing • Moye Handling • Playtex • M. Patricof Creative Group • NuRun Inc. • Provident Disability Insurance • RIA • SC Coalition for Healthy Families • SC HIV&AIDs Council • The Children's Place • World Gold Council

Freelance copywriter and consultant in advertising, public relations and sales promotion, including strategic planning, brand positioning, naming, concept development and copywriting for all media.

Recent projects include participation in winning new business pitch with M. Patricof Creative Group, developing new positioning and campaign for Martin Flyer Flyer Fit diamond jewelry national account (2007); and developing a customer relationship marketing program for L'Oreal International through agency NuRun (2006).

TBWA/Chiat/Day, New York

Senior Vice President/Associate Creative Director • Nov. 1994 to Sept. 1996

Beiersdorf/Basis and Nivea skin care • Seagram/champagne • Reckitt & Colman/ Old English polish, air care product development & Woolite • New Business

Spearheaded creative development on several important product re-launches, created and produced breakthrough strategic positioning and advertising for Woolite Fine Fabric Wash, Cordon Rouge; managed four creative teams.

Saatchi & Saatchi, New York

VP/Associate Creative Director • April 1992 to April 1993

Sara Lee/L'eggs hosiery • Helene Curtis/Vibrance, Degree deodorant • P&G/Tide

Rosenfeld, Sirowitz, Humphrey & Strauss, New York

VP/Associate Creative Director • January 1991 to March 1992

Breck hair care • Royal Caribbean Cruise Line • Wildman & Sons/wines

Scali, McCabe, Sloves, New York

VP/Senior Copywriter • November 1986 to January 1991

Chase Manhattan Bank • James River Corporation/Brawny, Vanity Fair • Nikon • Rollscreen Corporation/Pella windows • Ralston-Purina/Purina Select • Shulton/Old Spice, Night Spice fragrance • Thrive hair care for men • Volvo 960 • New Business

Ogilvy & Mather, New York

VP/Senior Copywriter, Copywriter • June 1977 to November 1986

Avon Products • Campbell Soup Co./Le Menu, Swanson Great Starts • GF/Country Time • Shake 'n Bake • Hallmark Cards • Hathaway Shirts • IDS-American Express Financial Services • Lever Brothers/Imperial margarine • Schering-Plough/Fibre Trim • New Business

WBUD News Radio. Trenton, New Jersey

News writer/announcer • September 1975 to June 1977 • FCC Third Class licensee

PUBLICATIONS

Refereed

Nelson, Michelle R. (Ed.). AAA Proceedings 2015 Conference. Grow, Jean M. & Karen L. Mallia. **Preparing Women And Minorities For Success And Leadership In Creative.** Panel presented at The American Academy of Advertising Conference, Chicago, March 26-29, 2015 (pp 86-87) 0883-2404.

Windels, Kasey & Karen L. Mallia (2015). **How Being Female Impacts Learning and Career Growth in Advertising Creative Departments.** *Employee Relations: The International Journal*, 37(1), 122-140.

Mallia, Karen L., Kasey Windels & Sheri Broyles (2013). **The Fire Starter and the Brand Steward: An Examination of Successful Leadership Traits for the Advertising-Agency Creative Director.** *Journal of Advertising Research*, 53(3), 339-353.

Kasey Windels, **Karen L. Mallia** & Sheri Broyles (Fall 2013). **Soft Skills. The difference between leading and leaving the advertising industry?** *Journal of Advertising Education*, 17(2) 17–27. *[JoAE 2013-14 Best Article of the Year Award winner](#)

Mallia, Karen L. and Kasey Windels (2011, Spring). **Will Changing Media Change the World? An Exploratory Investigation of the Impact of Digital Advertising on Opportunities for Creative Women.** *Journal of Interactive Advertising*, 11(2): <http://jiad.org/article145>.

Mallia, Karen L. (2009). **Rare birds. Why so few women become ad agency creative directors.** *Advertising & Society Review* 10(3) 5–14.

Mallia, Karen L. (2009). **From the sacred to the profane: A critical analysis of the changing nature of religious imagery in advertising.** *Journal of Media and Religion* 8(3), 172 – 190.

Keane, Lynne B., Mallia, Karen L. and Patten, Karen P. (2009). **Integrating experiential service-learning projects across the curriculum.** Workshop published in the proceedings of the Southeastern INFORMS Conference, Myrtle Beach, SC (October 2, 2009).

Mallia, Karen L. (Spring 2008). **New century, same story. Women scarce when Adweek ranks "Best Spots."** *Journal of Advertising Education* 12(1) 5 -14.

Mallia, Karen L. (2007). **Are you tawking to me??? Targeting women with Super Bowl advertising and how Dove broke the mold.** The proceedings of the Ad Bowl Symposium: The Super Bowl Advertising, Audience and American Culture.

Mallia, Karen L. (Summer 2006). **Critiquing Without Crying: How to critique advertising assignments without bruising students' egos and killing their creative juices.** *The Journalist GIFT Journal* 34(6), 40-41.

Mallia, K. & Ferris, S. (November 2000). **Telework: A consideration of its impact on individuals and organizations.** In *Electronic Journal of Communication/La Revue Electronique de Communication* [On-line]. 10(3 & 4). Available: <http://www.cios.org/www/ejcmain.htm>.

Invited

Women Now 11% of Ad Agency Creative Directors. Hooray? (2014). *Media Report to Women*, 42(4) Fall 2014, 24-22.

The Second Creative Revolution: Magical Thinking Meets Bits and Bytes. (2014). In *Advertising & IMC: Principles and Practice* 10/e by Sandra Moriarty, Nancy Mitchell and William Wells. Upper Saddle River, NJ: Pearson.

How to Get Ahead in Advertising Even if You Are a Girl. [Men: Read this. It'll do you good.] (2014). In Minsky, L. & Bendinger, B. (Eds.) *The Get a Job Workshop: How to Find your Way to a Creative Career in Advertising, Branding, Collateral, Digital, Experimental and More.* 284-294. Chicago: The Copy Workshop.

The Tools in the Creative Toolbox. In *Advertising & IMC: Principles and Practice* 9/e by Sandra Moriarty, Nancy Mitchell and William Wells. Upper Saddle River, NJ: Prentice Hall (2012) 222-223.

Finding Jesus. In a Candy Bar? In *Advertising: Principles and Practices* 9/e by Sandra Moriarty, Nancy Mitchell and William Wells. Upper Saddle River, NJ: Prentice Hall (2012) 521.

If Sex Can't Get Attention, What Can? Or, Advertising Gets Religion. In *Advertising: Principles and Practices* 8/e by Sandra Moriarty, Nancy Mitchell and William Wells. Upper Saddle River, NJ: Prentice Hall (2009).

Brief Case: Dove Campaign for Real Beauty. Case study for *Creative Strategy In Advertising* 9th edition by Bonnie Drewniany and A. Jerome Jewler. Belmont, CA: Wadsworth/Thomson Learning (2008), 50-56.

Encyclopedia Entries

Mallia, K.L. Chipotle – Cultivate/Back to the Start (2013). In Miskelly, M. (Ed.) *Encyclopedia of Major Marketing Strategies 3*, 61-66. Farmington Hills, MI: Gale.

Mallia, K.L. Google Chrome – The Web is What You Make of It (2013). In Miskelly, M. (Ed.) *Encyclopedia of Major Marketing Strategies, 3*, 169-174. Farmington Hills, MI: Gale.

Professional

Mallia, K.L. (2015). **It's amazing what 106 sleep-starved people can do in the Coliseum in 24 hours.** Copywriting and content design and regular updates of CreateAthon@USC social media and website: <http://createathonusc.org/>

Mallia, K.L. (2015). **En route to a brave new Ad Division.** *AEJMC Advertising Division AdNews* (Winter 2015) 1-2.

Mallia, K.L. (2014). **Greetings from the factory floor.** *AEJMC AdNews* (Fall 2014), 1-2.

Mallia, K.L. (2014). **Way off Broadway. But still a heck of a show.** *AdNews* (Summer 2014).

Mallia, K.L. (2014). **CreateAthon@USC's First Experiment in Giving Back.** *CreateAthon Blog* (national). (February 4). Available at: <http://createathon.org/blog/page/3/>
(Note: authorship is mine; posted to blog by intern Alexandra Frasier thus her byline)

It Takes a Village. (Or a Great Division.) Here Come Your Props. *AEJMC Advertising Division AdNews*, (Fall 2013), 2.

To The Winners Of The 2013 Ad Division Research Paper Competition: Status, Standing, Esteem—And Cash. *AEJMC Advertising Division AdNews*, (Summer 2013), 12-13.

ISO Perfectionists and Over-Achievers. *AEJMC Advertising Division AdNews*, (Winter 2013), 4.

Mad Women Panel Uncovers Answers to the Female Creative Directors' Dilemma. *AEJMC Advertising Division AdNews*, (Fall 2012), 4-5.

Meet a REAL Mad Woman. *AEJMC Advertising Division AdNews*, (Summer 2012), 6.

Brand New, For the First Time Ever, An Opportunity Never Seen Here Before. *AEJMC Advertising Division AdNews*, (Winter 2011), 8.

Fitting Students to a "T." *AEJMC Advertising Division AdNews*, (Fall 2011), 7.

How to Get Twitter and Facebook Fans: 46. Say Something Worthwhile (2011, October 6). Toilet Paper Entrepreneur, Mike Michalowicz, Ed.
<http://www.toiletpaperentrepreneur.com/branding/twitter-and-facebook-fans/>

What Shape Should Tomorrow's Graduates Be? Specialists vs. Generalists vs. T-shaped Talent. *AEJMC Advertising Division AdNews*, (Summer 2011), 8.

A Woman's Place May Just Be In Digital Shops: How The Digital Revolution Might Finally Bring Diversity To The Creative Department.

Advertising Age, March 9, 2010.

Advice From The Founders Of One Of Today's Hottest Agencies: What Ad Students Can Learn From A Toy. *AEJMC Advertising Division AdNews*, (Fall 2009), 5.

Creativity Knows No Gender, But Agency Creative Departments Sure Do. *Advertising Age*, August 31, 2009.

Social Media: Life or Death for Advertisers. *Crisis Manager: The Internet Newsletter about Crisis Management*. August 6, 2009.

Murder on the Information Highway. *AEJMC Advertising Division AdNews*, (Winter 2009), 7.

Why, why, why? *AEJMC Advertising Division AdNews*, (Spring/Summer 2008), 7.

GRANTS

Carolina Integrative Learning Grant 2014 (\$3,500) to support the evolution of CreateAthon@USC, a service-learning 24-hour creative blitz for community nonprofits.

Carolina Integrative Learning Grant 2013 (\$3,500) to launch CreateAthon@USC, a student-affiliated part of an international movement in pro bono professional service for the first time October 25 – 26, 2013.

Carolina Leadership Initiative Grant 2013 (\$3,000) to develop curriculum on leadership in the creative industries and to pilot new course in Creative Leadership as a service-learning experience helping to coordinate CreateAthon@USC.

Carolina Leadership Initiative Grant 2012 (\$3,000) to enhance leadership in new or existing courses, for proposal to develop a new course in leadership in the creative industries.

USC Faculty Development Stimulus Fund Grant (\$5,000) to attend Hyper Island Master Class (study of cutting-edge professional practices in digital media), New York, New York (May 2011).

USC Provost Arts and Humanities Grant (\$10,500) for research concerning "Digital media and the creative process." One of 26 selected from 85 proposals (2010-12).

USC Faculty Development Stimulus Fund Grant (\$3,750) for research and presentation at the International Gender, Work and Organization Conference in Staffordshire, UK, (2010).

USC CTE (Center for Teaching Excellence) Grant (\$3,500) to develop service learning course in public relations and advertising for non-profits (jointly with Instructor Lisabeth Sisk) and be among a group of pioneer service learning cohorts for the university (2008).

South Carolina Honors College Grant (\$3,500) to develop new service learning course, Communicating for a Cause (2008).

USC SJMC Summer Stipend Award for conducting and transcribing in-depth interviews with women creative directors in advertising worldwide (2007).

USC SJMC Reach Award to develop digital archive of advertising (2006).

CONFERENCE PAPERS PRESENTED

International

Mallia, K. L. and S. Mo Jang (2015). Examining Media Coverage and the Global Awakening of Creative “Women’s Movement” In Advertising. Presented At The American Academy Of Advertising Global Conference, Auckland, NZ (July 10, 2015).

Mallia, K. L. (2010). The Impact Of Digital Advertising On The Careers Of Creative Women. Presented at the 6th International Interdisciplinary Conference on Gender, Work and Organization, Staffordshire, England (June 21, 2010).

National

Mallia, K.L. and K. Windels (2015). Female Representation in the *Communication Arts Advertising Annual*. Presented at the Annual Conference of the Association for Education in Journalism & Mass Communication, San Francisco, CA (August 6, 2015). (*Top PF&R Paper*)

Mallia, Karen L., Kasey Windels, Jenny Mumah & Sheri Broyles (2013). Lost in Space: Advertising agency employees’ perceptions of work space. Presented at the Annual Conference of the Association for Education in Journalism & Mass Communication, Washington, DC (August 9, 2013).

Windels, Kasey & Karen Mallia (2013). How Gender Situates Learning in Advertising Creative Departments. Presented at the Annual Conference of the Association for Education in Journalism & Mass Communication, Washington, DC (August 10, 2013). (*Top PF&R Paper*)

Windels, Kasey, Karen Mallia & Sheri Broyles. (2012). Soft Skills: Are We Preparing Students for Their First Jobs At the Expense of Their Last? Presented at the American Academy of Advertising Conference, Myrtle Beach, SC (March 17, 2012).

Mallia, Karen L. & Deborah Billings. (2011). A Case Study Of The First Virtual March On The South Carolina Statehouse: New Media, Old Principles. Presented at the 10th Annual Convergence and Society Conference, Columbia, SC (October 28, 2011).

Mallia, Karen L., Kasey Windels & Sheri Broyles (2011). The Cat Herder: the role and function of the agency creative director. Presented at the Annual Conference of the Association for Education in Journalism & Mass Communication, St. Louis, MO (August 12, 2011).

Mallia, K. L. (2009). “Women to Watch”: What do they say about media leadership in a time of change? Presented at the Conference on Convergence and Society: The Changing Media Landscape, Reno, NV (November 6, 2009).

Mallia, K. L. (2009). Will digital media change the world for creative women? An exploratory study. Presented at the Annual Conference of the Association for Education in Journalism & Mass Communication, Boston, MA (August 8, 2009).

Mallia, K. L. (2008). The advertising agency boys' club meets Advertising 3.0. Now what? Presented at the Conference on Convergence and Society: The Participatory Web, Columbia, SC (October 8-11, 2008).

Mallia, K.L. (2008). The mid-career vanishing act: A qualitative examination of why so few women become advertising creative directors. Presented at the Annual Conference of the Association for Education in Journalism & Mass Communication, Chicago, IL (August 6, 2008).

Mallia, K.L. (2007). Are you tawking to me??? Targeting women with Super Bowl advertising and how Dove broke the mold. Presented at the Ad Bowl Symposium: The Super Bowl Advertising, Audience and American Culture, Columbia, SC (January 26, 2007).

Mallia, K.L. (2006). Is religion the new sex? Presented at the Conference on Convergence and Society: Ethics, Religion, and New Media, Columbia, SC (October, 2006).

Mallia, K.L. (2006). Why not "the best?": Women scarce when Adweek ranks the best creative. Presented at the Annual Conference of the Association for Education in Journalism & Mass Communication, San Francisco, CA (August 2 - 5, 2006).

Great Ideas For Teachers Poster Presentation AEJMC Annual Conference, August 2006, Critiquing Without Crying: How to critique advertising assignments without bruising students' egos and killing their creative juices.

Regional

Billings, Deborah L., Karen Mallia, Emma Davidson & Brandi Parrish (2011). Civic Engagement in Public Health Policymaking through Tell Them, A Grassroots E-Advocacy Network. Carolina Women's Health Research Forum USC School of Medicine, Columbia, SC (November 4, 2011).

Mallia, K.L. (2007). Nothing is sacred anymore. A look at religious symbols in contemporary advertising. Presented at the Annual Conference of the Popular Culture Association in the South and The American Culture Association in the South, Jacksonville, FL (September 27 – 29, 2007).

Mallia, K.L. (1998). The down side of telecommuting: For women it's even lower. Presented at the 2nd Annual Conference of the New Jersey Communication Association, Montclair, NJ (March 21, 1998).

HONORS & AWARDS

AEJMC Advertising Division Top PF&R Paper 2015.

2015 AEJMC Advertising Division Outstanding Service Award.

USC's sole nominee for 2015 Commission on Higher Education Service-Learning Award, for Creative Leadership and CreateAthon@USC.

2015 American Advertising Award, Silver, Best Student Campaign, AAF of the Midlands, for Hidden Wounds integrated campaign (as Executive Creative Director of CreateAthon@USC)

2015 American Advertising Award, Silver, Best Student Campaign, AAF of the Midlands, for 4Ward rebranding, integrated campaign (as Executive Creative Director of CreateAthon@USC)

2015 American Advertising Award, Silver, Best Student Campaign, AAF of the Midlands, for PASOS integrated campaign (as Executive Creative Director of CreateAthon@USC)

2014-15 Advertising Division Teacher of the Year Award finalist (one of five or fewer).

Best Article of the Year, *Journal of Advertising Education* 2013-14 for "Soft Skills. The difference between leading and leaving the advertising industry?"

Commission on Higher Education Service-Learning Award, USC nominee for 2014

Nominee for Mungo Undergraduate Teaching Award, 2014 and 2013

AJMC Advertising Division Top PF&R Paper 2013

Excellence in Teaching Mortar Board Award, University of South Carolina, November 2012

Outstanding Service-Learning Award, University of South Carolina, 2012

American Academy of Advertising PF&R Award 2012, nominee

Michael J. Mungo Excellence in Teaching Award, 2011, nominee

Winner of numerous advertising industry accolades including One Show, Clio, ANDY finalist, Effie, FiFi (International Fragrance Foundation - Stetson), International Advertising Festival, Bank Marketing Association (Chase Bank) & David Ogilvy (Fibre Trim) awards.

Environmental Stewardship Award 2009 for creative direction of Sierra Club campaign.

Prestigious AAF Vance Stickell Internship awarded to my nominee, and McNair Scholar Mentee, Madeline McDowell (2012).

AAF Vance Stickell Internship awarded to my nominee, Casey Engel (one of only 20 given nationally) (2010).

AAF Vance Stickell Internship awarded to my nominee, Erika Sturino (one of 15 selected nationally) (2009).

American Advertising Federation National Student Advertising Competition:

- 2009: Best Guerilla Marketing, and Fourth Place District 3 for The Century Council campaign

- 2008: Second Place, District 3, AOL, AIM campaign
- 2007: Fourth Place, District 3, Coca-Cola campaign

RESEARCH SUPERVISION

Danielle Smith: *Analyzing and tracking change in the status of women in the advertising creative department*. Magellan Undergraduate Research Grant adviser, Spring 2015 to Fall 2015.

Lauren Burner: *Strategic planning for e-marketing and entrepreneurship*. South Carolina Honors College Senior Thesis Advisor, Fall 2013 to Spring 2015.

Jeremy Thomas: *“Know Your Rights” Campaign: Creative Strategy Development, Execution, and Implementation for Increased Regional LGBT Legal Awareness* MMC Project Adviser, Spring 2014.

Molly Nickel: *Social Media Advertising: A study of interaction*. South Carolina Honors College Senior Thesis Second Reader, Fall 2013 to Fall 2014.

Tyler French, Benjamin Haggard, Danya Nayfeh, Maxine Todd and Missy Torgerson: *Sharing a Powerful Experience: Communications planning, logo and website creation for the South Carolina Coalition for the Homeless* (2nd Place Paper Discovery Day, Arts & Sciences) Spring 2013.

Madeline McDowell, *Without Books: An individual giving campaign for Rolling Readers of the Midlands*. South Carolina Honors College Senior Thesis Advisor, Fall 2012 to Spring 2013.

Donna Happach, Ph.D. Candidate in USC School of Social Work: *Teaching Practicum Advisor*, Summer/Fall 2012.

Timothy Cross: *Cause & Health Communication: Reproductive Issues in Communication*. Independent Study for SOWK doctoral student, Fall 2012.

Matthew Wodenka: *Account Management and Account Planning in Advertising*. MMC Independent Study Advisor, Summer 2012.

Jason Chau: *Branding a Nonprofit*. South Carolina Honors College Senior Thesis Advisor, Fall 2011 to Spring 2012.

Megan Tate: *Love your time at Leeds, writing and designing a book*. South Carolina Honors College Senior Thesis Advisor, Fall 2011 to Spring 2012.

Sara Hartley: *Fact and Fiction: A Study of Inspiration and the Creative Process*. South Carolina Honors College Senior Thesis Second Reader, Fall 2011 to Spring 2012.

Yesi Calixto-Mendez, Alex Eline, Erin King, Nadia Navab-Tehrani, Kristi Niro, Mark Stanton, *Advanced Creative Strategy*, Independent Study Advisor, Spring 2011.

Casey Engel: *It Takes A Village: The Life of an Advertising Campaign*. South Carolina Honors College Senior Thesis Advisor, Spring 2010 to Spring 2011.

Amanda Smith: *The Fusion of Wildlife Rehabilitation and Visual Communication*. South Carolina Honors College Senior Thesis Advisor, Spring 2010 to Fall 2010.

Julia Canter and Casey Engel: *Advanced Creative Strategy*, Independent Study Advisor, Spring 2010.

Julia Canter and Casey Engel: *The One Show for Art & Copy "One Million Trees" Student Competition*. Mentored student team in developing a public service advertising campaign for entry in this highly competitive international competition, Fall 2009 – Spring 2010.

Jason Holic: *Advertising Account Management Independent Study*. Graduate Student Independent Study Advisor, Fall 2009. Primary research investigating the role of account management in digital advertising.

Amanda Croy: Directed development of new advertisement for the School of Journalism and Mass Communications.

Melissa Scalzo: *The One Show for Art & Copy Student Competition*. Mentored promising student in developing an advertising campaign for entry in this highly competitive competition, Fall 2008 – Spring 2009.

Kelsey Elkins: *Evaluating the effectiveness of corporate sponsorships in tennis*. Independent Study Advisor, Spring 2007.

Jessica Stanley: *Uncovering the creative genius behind TBWA\Chiat\Day: The agency that keeps going and going and going*. Honors Thesis Advisor, Spring 2007.

Benjamin Burns: *"Post No Bills": Exploring Hollywood advertising & promotion principles and practices*. Independent Study Advisor, Spring 2006.

MANUSCRIPTS AND PROPOSALS REVIEWED

Paper Reviewer American Academy of Advertising Global Conference, December 2014 (2).

Paper Reviewer American Academy of Advertising Annual Conference fall 2014 (2).

Manuscript reviewer for *Advertising & Society Review*, "Consumer's insights about spirituality in advertising." September 2014.

Blakeman, Robyn (2014). *Integrated Marketing Communication: Creative Strategy from Idea to Implementation* (2nd Ed.) Lanham, MD: Rowman & Littlefield.

Reviewer for *The Howard Journal of Communications*, "Advertising Agency Executives' Perceptions of Skills Required to Obtain Mid-Level Agency Positions." March 2014.

Reviewer for *Advertising & Society Review*, "Sex Segregation in Advertising Creative Departments Across the Globe," October 2013.

Reviewer for *Journal of Advertising Education*, MS 13-010, "Teaching Curiosity: An Essential Advertising Skill," July and September 2013.

Reviewer for *Journal of Advertising Research*, JAR MS 874, "Engagement Theory and Advertising Executions," July 2013.

Paper Reviewer AEJMC Advertising Division research competition, Spring 2013 (3).

Reviewer for *Journal of Advertising Research*, JAR Paper 672, "Managing Messaging to Secure Online Gamer Acceptance of In-Game Advertising," June 2012.

Paper Reviewer AEJMC Advertising Division Research, Spring 2012 (4).

Paper Reviewer AEJMC Advertising Division Research, Spring 2011 (5).

Paper Reviewer AEJMC Advertising Division Research, Spring 2010 (2).

Reviewer for *Mass Communication and Society*: Manuscript ID: MCS-09-0239, "Women as pundits, a portrait of the Portuguese society." February 2010.

Reviewer for N. Tag, *Ad Critique How to Deconstruct Ads in Order to Build Better Advertising*. (In press). San Francisco: Sage (2010).

Reviewer for *Mass Communication and Society*: Manuscript ID MCS-09-0122, "Women (not) watching women: Leisure time, television and implications for coverage of women's sports."

Paper Reviewer AEJMC Advertising Division Research, Spring 2009 (2).

Reviewer for M. Berman, *Killer Copy*. (In press). New York: Peter Lang Publishing (2009).

Paper Reviewer AEJMC Advertising Division Special Topics Research, Spring 2008.

Paper Reviewer AEJMC Advertising Division Student Papers, Spring 2008.

Chapter reviewer for R. Zheng & S. P. Ferris. (Eds.). *Online Instructional Modeling: Theories and Practices* (2007). Hershey, PA: The Idea Group.

Paper Reviewer AEJMC Advertising Division Special Topics Research, Spring 2007.

Paper Reviewer, 2007 AEJMC Mid-Winter Conference University of Nevada, Reno.

Paper Reviewer AEJMC Advertising Division Special Topics Research, Spring 2006.

Chapter reviewer for S. P. Ferris & S. H. Godar (Eds.) *Teaching and Learning with Virtual Teams* (2005). Hershey, PA: The Idea Group.

ACADEMIC SEMINARS & PANELS

We know why women aren't staying in advertising, now what will we do about it? Keeping female students in the ad industry. Invited panelist, AEJMC Annual Conference, San Francisco, CA (August 6, 2015).

Mallia, K. L. (2015). **Taking integrated learning to the nth degree.** Faculty Showcase presentation, USC Center for Teaching Excellence (February 23, 2015).

Mallia, K. L. (2014). **Let's not throw out the baby with the bath water. All brand publishing is not inherently suspect or ethically questionable.** Panel presentation at the Annual Conference of the Association for Education in Journalism & Mass Communication, Montreal, Ca (August 7, 2014).

AEJMC Advertising Division Teaching Workshop Team Facilitator, **Group Think: Sharing Ideas, Growing Ideas** (August 5, 2014).

Mallia, K. L. (2014). **"Taking Teamwork from 'Oh,no' to Whoa!'"**. Presentation of current research on facilitating student teams. USC Center for Teaching Excellence (February 25, 2014).

Mallia, K. L. and McKeever, B. (2013). **Managing Student Teams and Teamwork: The Good, the Bad, and the Ugly.** USC Center for Teaching Excellence (January 23, 2013).

Mallia, K. L. (2012). **"Leading" Creative People.** Presentation of current research on leadership and motivation to the USC Leadership Cohort, Columbia, SC (August 15, 2012).

Mallia, K. L. (2012). **Mad Women: Mothering and Creative Careers.** Secured renowned guest speaker Jane Maas, proposed, organized and moderated panel of industry professionals and academic experts at the Annual Conference of the Association for Education in Journalism & Mass Communication, Chicago (August 9, 2012).

Mallia, K. L. (2012). **All of the Responsibility and None of the Authority: Pre-empting and Managing the Pitfalls in Student Team Work.** Ocktoberfest 2012 Symposium on Teaching, Columbia, SC (October 12, 2012).

Mallia, K. L. (2011). **Grooming your students for a T-shaped world.** Invited to conduct the Professors' Workshop at the Advertising Women of New York Advertising Career Conference, New York, NY (November 12, 2011).

Mallia, K. L. (2011). **What shape should tomorrow's graduates be? Specialists vs. generalists vs. T-shaped talent.** Organized and moderated panel of industry professionals at the Annual Conference of the Association for Education in Journalism & Mass Communication, St. Louis, MO (August 12, 2011).

Mallia, K. L. and Mary Baskin Waters (2010). **Successful Service-Learning Partnerships.** Seminar at The Center for Teaching Excellence, USC (September 28, 2010).

Mallia, K. L. (2009). **Service, learning and more: Cause-related advertising and public relations.** Presentation to the University of South Carolina & Community Partners, reporting key findings from pioneering two service-learning courses first taught Spring 2009.

Mallia, K. L. (2009). **Service learning: Lessons WE learned.** Presented to the service-learning cohort of the Center for Teaching Excellence, USC (April 10, 2009).

Mallia, K.L. (2009). **How service-learning activities enhance learning outcomes.** Workshop presented at the Southeastern INFORMS Conference, Myrtle Beach, SC (October 2, 2009).

Mallia, K.L. (2009). **The process is as important as the project: Service and learning and communication.** Workshop presented at the Southeastern INFORMS Conference, Myrtle Beach, SC (October 2, 2009).

PROFESSIONAL SEMINARS

The Most Fun (and pain) You Can Have in 24 hours: CreateAthon OnCampus. Advertising Educators Workshop, AWNY Career Conference, New York, NY, November 23, 2013.

Contributing organizer for inaugural **The 3% Conference:** providing research support, data, recommending speakers, and promotional support. San Francisco, CA, September 26 -27, 2012.

Needed: More Cans in Cannes: the role of industry award shows in gender inequity. Speaker/panelist at **The 3% Conference.** San Francisco, CA, September 26 -27, 2012.

Invited speaker, International Awards Group New York Festivals Panel: **Technology and Opportunity: A Brighter Outlook for Women in Advertising** New York City.

NewsPlex Seminar presentation to **Korea Press Foundation**, "The Six Billion Dollar Idea," December 6, 2010, Columbia, SC.

Korean Association of Newspapers presentation, "Groupon: An utterly brilliant promotional idea," November 17, 2010, Columbia, SC.

Panelist, respondent, **Art & Copy** Documentary Screening AIGA (American Institute of Graphic Arts), June 10, 2010. Nickelodeon Theater, Columbia, SC.

New Economy Trend Panel participant, November 11, 2008. Advertising/marketing expert in inaugural panel along with national leaders in finance, media, behavior and health care. Video online.

AdPlex Seminar Presentation to El Tiempo Media Group of Bogota, Colombia, July 23, 2007, "Advertising 360°," on new and emerging multi-media ideas and implementations, ETV Newsplex, Columbia, SC.

Presentation to the **Augusta Advertising Federation** March 7, 2007, "Advertising Gets Religion," reporting an update in findings on the use of religious imagery in secular consumer advertising, Augusta, GA.

Presentation to the **AAF of the Midlands** (Columbia Ad Club) October 18, 2006, "Is Religion the New Sex?" reporting findings of increased appropriation of religious imagery in advertising, Columbia, SC.

PROFESSIONAL AND PUBLIC SERVICE

American Academy of Advertising (AAA): Communications Committee F2013 -- present

American Academy of Advertising (AAA) Annual Conference Session Chair: "Narrative Advertising," March 27-30, 2014, Atlanta, GA.

Association for Education in Journalism & Mass Communication (AEJMC): Advertising Division Executive Committee (2010 – present): **Division Head 2014-15**, Vice-Head|Programming Chair (2013-14), Research Chair (2012-13), PF&R Chair (2011-2012), Teaching Chair (2010-11).

AEJMC Annual Conference 2013, research discussant.

Advertising Women of New York (AWNY): Career Conference Committee. 2008 to present, plan and coordinate programming for national conference for advertising students, and prepare 24-page information kit distributed to participants.

Identified and screened six national and nine state nonprofits for pro bono work through service learning courses, and acted as Creative Director for all communications development: SC Coalition for the Homeless, The Family Shelter, Rolling Readers, SC HIV and Aids Council, National Alliance on Mental Illness, Nickelodeon Theatre, Big Brothers Big Sisters, The Sierra Club, DonatLife/LifePoint, DHEC-May River Coalition, National Kidney Foundation, Boys Farm, American Foundation for Suicide Prevention, South Carolina Arts Commission and Conservation Voters. Provided all with strategic communication recommendations, plans and projects.

Sistercare PSA Campaign. Developed, wrote and produced radio public service advertising campaign with student volunteer, May – October 2007. Succeeded in building awareness for domestic violence and growing monetary donations for the cause.

ETV-Radio: Carolina Minute. Two interviews by Frenche Brewer, aired February 2007, one regarding my research on women in creative positions in advertising; one concerning targeting women with Super Bowl advertising.

INVITED GUEST LECTURES

"Advertising layout and design."

Dr. Tara Mortensen, JOUR 203 Intro to Graphic Communications, Nov. 19, 2014

"How to give birth to great ideas."

Dr. Brooke Weberling, JOUR 531 Public Relations Campaigns, October 18, 2011

"Lessons from Past Public Health Campaigns"

Dr. Deborah Billings, HPEB 621 & WGST 598 Maternal & Child Health, March 29, 2011

"Religious symbolism in secular advertising"

Prof. Cecile Holmes, JOUR 571 Faith, Values & the Media, March 22, 2011

"Everything I can tell you about advertising in 30 minutes or less"

Dr. Andrea Tanner, JOUR 201 Honors December 1, 2009

"From strategy to copy"

Dr. Augie Grant, JOUR 715 Integrated Communications Strategies, April 26, 2010

"Issues in International Advertising and Marketing"

MMC Marketing 701 Marketing Management Class, November 4, 2009

"Public Service Advertising & the Addicted Target"

SOWK 735 – Social Planning class for 16 MSW Students, April 8, 2009

Dr. Arlene Andrews, Professor, Dept. of Social Work

"The Brave New World of Social Media"

Dr. Shirley Staples Carter, PR Management class, April 9, 2009

"International Advertising: A few principles, and many challenges"

Dr. Keith Kenney, International Mass Communications JOUR 541, February 21, 2010

"Issues in International Advertising"

Dr. Keith Kenney, International Mass Communications JOUR 541, February 14, 2009

"Global Advertising Campaigns"

Prof. Cecile Holmes, International Mass Communications JOUR 541, March 25, 2008

"An Introduction to International Advertising"

Dr. Kent Sidel, International Mass Communications JOUR 541, February 4, 2007

"Where advertising and public relations converge: The campaign idea is all"

Dr. Sooyoung Cho, JOUR 328, Principles of Public Relations, August 29, 2005

"An insider's view of the roles and functions of agency personnel: How creative, planning and media are changing"

Dr. Ran Wei, JOUR 368, Principles of Advertising, September 8, 2005

UNIVERSITY AND SJMC SERVICE

Integrative Learning Community of Practice

August 2013 to present

SC Honors College Dean's Review Committee

September 2014 – present

University Committee on Conflict of Interest	August 2012– 2013
Provost Humanities Grant Committee	Dec. 2010 – Fall 2011
McNair Scholar Mentor: Madeline McDowell	August 2009 – May 2013
University Scholastic Standards and Petitions Committee	August 2007 – 2010
University Task Force on Global Awareness & Multicultural Understanding	Spring 2007 to 2008
CTE Scholarship of Teaching & Learning cohort	Fall 2009 – 2011
CTE Leadership cohort	Summer 2012 –Spring 2014
American Advertising Federation Ad Team Faculty Advisor	Fall 2014 to present Fall 2006 – 2009
Chair, SJMC Strategic Plan EQ Committee	Fall 2013 to present
SJMC Select Committee on Tenure & Promotion	August 2013 – present
SJMC Broadcast Faculty Search Committee	August 2014 – present
SJMC Faculty Development Committee	August 2014 – present
SJMC Faculty Search Committee (three positions)	August 2013 – February 2014
SJMC Health Communication Search Committee	August 2011 – 2013
SJMC MMC Curriculum Review Committee	August 2012 – 2013
SJMC MMC Recruitment Committee	August 2012 – 2013
SJMC Accreditation Self-Study Team for Scholarship, Research, and Creative Activity	Fall 2009 – Fall 2010
SJMC Curriculum Committee	Fall 2006 – Spring 2011
SJMC Search Committee	August 2007 – 2008
SJMC Student Life Committee	Fall 2006 – 2008
SJMC Technology Committee	Fall 2013 – present, Fall 2008 – 2009
SJMC Marketing Committee	Fall 2005 – Spring 2006
Chair Ad/PR Technology Committee	Fall 2008 – present
Advertising Curriculum Review Committee	Fall 2008 – Fall 2013
Chair Ad/PR Curriculum Review Subcommittee	Fall 2005 – 2008
Chair Ad/PR Sequence Needs Assessment Committee	2005 – 2006
Ad/PR Sequence LaConte Needs Assessment Coordinator	2005 – 2006
Home stay host for USC international student	February 2009, 2010

CONTINUING PROFESSIONAL EDUCATION

<i>Big Data for Advertising Research and Education</i> All-Day Seminar at AAA Conference	March 27, 2014
AEJMC Teaching Workshop, Chicago <i>The World of Advertising: What State Are We Really In?</i>	August 7, 2013
AEJMC Teaching Workshop, Chicago <i>Preparing Our Students for a Brave New Digital World</i>	August 8, 2012
Case Method Teaching: Learning to Think Like Practitioners CTE	February 3, 2012
AEJMC Teaching Workshop, St. Louis	August 9, 2011
Hyper Island Master Class In Digital Media, New York USC 8th Annual Women's Leadership Institute: Transforming Competence into Confidence	May 16 – 19, 2011 April 27, 2011
AEJMC Teaching Workshop, Denver	August 3, 2010
USC 7th Annual Women's Leadership Institute Effective Leadership: Expanding Personal Competencies	April 28, 2010
AAF Seminar “Digital Media Revolution in Advertising,” Simon Bond	December 16, 2009
JOUR 801 Research Methods: enrolled in doctoral class to enhance academic research skills.	Spring 2009
Statistics “boot camp” for incoming graduate students	August 2009
AEJMC Teaching & Technology Workshop, Boston	August 2, 2009
USC 6th Annual Women's Leadership Institute Empowered Voices: Strategies of Effective Leaders	April 29, 2009
University Center for Teaching Excellence: Pioneer Service Learning Cohort, Service Learning Community of Practice	Spring 2008 to Spring 2010
Additional CTE Teaching Excellence Seminars:	
Case Study Method in the Classroom, Using the iPad in the Classroom, 5 Things You Can Do With a Wiki, Mutual Expectations Workshop: Academic Integrity, Service-Learning Assessment: Keeping the Learning in Service-Learning, Teaching and Evaluating Critical Thinking (Ed Neal, UNC), Getting Better Teaching Evaluations, Guided Inquiry, Engaging and Motivating Students, Scholarship of Teaching & Learning, Acting Principles for Faculty	
AEJMC Advertising Division Teaching Workshop	August 2006

Teaching & Research in Convergence Media Seminar

August 11 – 13, 2006

Using Breeze for Assessment & Research Collaboration

February 9, 2007

PROFESSIONAL AFFILIATIONS

- American Academy of Advertising (AAA)
 - Invited member, Communications Committee
- American Advertising Federation (AAF)
- Advertising Women of New York (AWNY)
- Association for Education in Journalism & Mass Communication
 - Advertising Division – Executive Committee
 - Commission on the Status of Women
- The One Club for Art & Copy

3/3/15